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(54) **SYSTEM AND METHOD FOR CREATING AN OPTIMIZED ACTIONABLE INTERFACE FOR DATA ACCESS AND VISUALIZATION**

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    See application file for complete search history.

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(57) **ABSTRACT**

A system and a method for creating an optimized actionable interface for data access and visualization is provided. Different types of metrics and Key Performance Indicators (KPIs) data associated with enterprise data is analyzed for determining one or more key metrics and KPIs data and identifying a causal attribution data between the key metrics and KPIs data for determining effect of change of one key metric and KPI data on another key metric and KPI data. Further, one or more widgets are generated based on the analyzed metrics and KPIs data. Further, a unified user interface (UI) is generated for visualization of the widgets. Lastly, an end-user activity on the unified UI is tracked based on one or more tags embedded in the unified UI. The tags capture the end-user clicks and actions on the unified UI.

25 Claims, 18 Drawing Sheets